

REQUEST FOR COUNCIL ACTION

SUBJECT: 2014 West Jordan Independence Day Parade

SUMMARY: Review and approve changes to the parade route

FISCAL

IMPACT: None

STAFF RECOMMENDATION:


Staff has concluded that the request is appropriate and is a safer route for participants and staff.

MOTION RECOMMENDED:


"I move to approve the West Jordan Independence Day Parade route change to start at City Hall on Redwood Road and end at 7000 South and Redwood Road."

Roll Call vote required

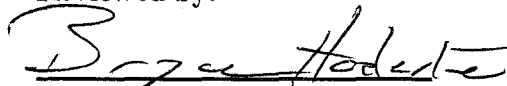
Prepared by:


Julie Brown
Events Coordinator


Recommended by:


Rick Davis
City Manager


Reviewed by:


Bryce Haderlie
Assistant City Manager

Reviewed by:


Richard Davis
Police Deputy Chief

Reviewed by:


Clint Peterson
Fire Deputy Chief

BACKGROUND DISCUSSION:

The parade has had multiple routes over its history to capitalize on daytime events, minimize construction constraints and safety concerns. Our current route cuts off Executive Drive leaving residents with no way in or out of their neighborhood. It closes off the business complex on the southwest corner of 7000 South and Redwood Road. We also close down 7000 South earlier than the parade so we can stage entries on the road which frustrated residents in this area.

After reviewing the map and considering new safety concerns we would like to start at City Hall an end to 7000 South. Our goal would be to have staging on 1825 West (behind City Hall), in Station 52's back parking lot and possibly part of City Hall parking. This will allow us to close a non-essential road (1825 West) early without impact to residents and line up the parade in a more organized fashion. It will also allow a safe staging area for floats and entries with young children.

The parade entries would be put in order starting at 1825 West and Rosa Parks Drive. They would stay in formation heading east on Rosa Parks Drive then turn onto Redwood Road to start the parade. They will continue down Redwood Road until they turn into the empty parking lot where Albertson's used to be. They will disembark or move to a parking area to allow other entries into the end stage. This will make a safer pick up area for parents waiting for children and allows space for floats and entries to park, unload, secure their entries before heading into traffic to the next parade. Access northbound and westbound will be available. All exiting floats would take Redwood Road northbound out of the area .

Benefit of the new route:

- The new route will allow residents on Executive Drive an ingress/egress throughout the parade
- We would not be closing off the business complex on the southwest corner of 7000 South and Redwood Road
- We have portable restrooms already in the park for the movie and fireworks and would not need to rent additional units
- Parking for equine entries in the back arena parking lot where they also have access to water.
- This route will also keep access to TRAX for UTA.
- Highlight our municipal complex
- Reduced impact on neighborhood north of 7000 S, specifically Running Springs Drive

Impact of the new route:

- The apartments along 1825 W. may be impacted for staging. We will let them know of the new route and staging area and police will accommodate them as much as possible for their ingress/egress.